

IN THE CLAIMS

Below is a list of current claims with status identifiers.

- CI 2nd 17
- 5 1. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor, comprising;
- 10 embedding a unique perceivable code in digital recorded video information of the digital video disk such that the unique perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique perceivable code in close association with vendor routing information;
- 15 operating the video disk at a user location disposed on a network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;
- extracting the unique perceivable code with an extractor during output of the digital recorded video information to a user at the user location;
- in response to the step of extracting the unique perceivable code, transmitting the unique perceivable code from the user location to ~~a remote~~ an intermediate location on the network in accordance with routing information stored at the user location, wherein the vendor routing information is returned to the user location from the intermediate location for processing by a computer at the user location to control the operation thereof to access the information from the vendor.

2. (Currently Amended): The method of Claim 1, wherein the routing information stored at the user location is associated with an intermediate location on the network wherein the step of transmitting to the remote location comprises the steps of:

transmitting the unique perceivable code to the intermediate location, and further comprising:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique perceivable code from the user location, the database providing an association between the unique perceivable code and a remote vendor information location on the network, there being a plurality of such vendor routing information stored in the database;

comparing the received unique perceivable code with the stored unique perceivable codes associated with vendor routing information in the database;

if there is a match between the received unique perceivable code and any of the stored unique perceivable codes associated with vendor routing information, transmitting the vendor routing information corresponding to the matched unique perceivable codes back to the user location; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor information location over the network and receiving vendor information therefrom.

3. (Currently Amended): The method of Claim 2, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique perceivable code over the network to the intermediate node also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

4. (Original): The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

5. (Currently Amended): The method of Claim 1, wherein the unique perceivable code is an audible tone.

6. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor, comprising:

5 embedding a unique perceivable code in digital recorded video information such that the unique perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique perceivable code in close association with vendor routing information;

10 operating the video disk at a user location disposed on a network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

extracting the unique code with an extractor during output of the digital recorded video information to a user at the user location;

15 in response to extracting the unique perceivable code, transmitting the unique perceivable code from the user location to an intermediate location disposed on the network in accordance with routing information of the intermediate location stored at the user location;

20 performing a matching operation of unique perceivable codes associated with vendor routing information stored at the intermediate location with the received unique perceivable code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information; and

25 accessing the remote vendor information location from the user location in accordance with the routing information of the remote vendor information location to return the vendor information for processing by a computer at the user location to control the operation thereof.

7. (Currently Amended): The method of Claim 6, further comprising the steps of:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique perceivable code from the user location, the database providing an association between the unique perceivable code and the remote vendor information location on the network, there being a plurality of such vendor routing information stored in the database; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the remote vendor information location over the network and receiving the vendor information therefrom.

8. (Currently Amended): The method of Claim 7, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique perceivable code over the network to the intermediate node also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

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9. (Original): The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

10. (Original): The method of Claim 6, wherein the unique perceivable code is an audible tone.

Please add the following new claims:

11. (New): A method of controlling a user computer disposed on a network with a unique perceivable code signal embedded in a prerecorded media signal, during local playback of the prerecorded media signal, comprising the steps of:

5 enabling playback of the prerecorded media signal on a device coupled to the user computer to read the unique perceivable code signal from the prerecorded media signal into the user computer during playback of the prerecorded media signal such that the unique perceivable code will be output during the normal playback of the prerecorded media signal and within the video/audio bandwidth thereof;

10 extracting the unique perceivable code from the unique perceivable code signal read in the user computer for assembly into a communication transmitted to an intermediate node wherein the unique perceivable code is associated in a relational database with routing information for vendor information associated with content in the prerecorded media signal; and

15 returning the routing information associated with the unique perceivable code to the user computer to enable completing a message packet for transmission to a remote location on the network corresponding to the routing information to request that the vendor information associated with content in the prerecorded media signal be transmitted to the user computer for controlling the operation thereof.

12. (New): The method of Claim 11, wherein the prerecorded media signal is encoded in a digital storage media.

C/ 13. (New): The method of Claim 12, wherein the digital storage media comprises one selected from the group consisting of digital video disc (DVD), digital audio tape (DAT), compact disc, CD-ROM, video magnetic tape, rotating magnetic disc and a semiconductor device array.

14. (New): The method of Claim 11, wherein the device enabling playback is integrated with the user computer.

15. (New): The method of Claim 11, wherein the intermediate node is disposed on the network.

16. (New): The method of Claim 11, wherein the step of extracting includes a step of processing, in the intermediate node, the communication from the user computer to provide the routing information associated with the unique perceivable code transmitted in the communication.

17. (New): The method of Claim 11, further comprising the step of:
transmitting the message packet from the user computer to the remote location to request the vendor information.

18. (New): The method of Claim 17, further comprising the step of:
delivering the vendor information to the user computer.

19. (New): The method of Claim 18, further comprising the step of:
displaying the vendor information.